

VI. PRIVATE PROPERTY LAND USE STANDARDS

A. 1.0 Generally

1. 1.1 Relation to Zoning Ordinance

The Specific Plan supersedes the underlying Zoning Ordinance or other City regulations within the Auto Center Specific Plan area in instances of differing regulations. Otherwise, it is complemented by the regulations of the Zoning Ordinance or other regulations.

The Specific Plan is a flexible planning document which features precise parcel-specific design guidelines where special sensitivity is warranted with less specificity in others. The Plan promotes public/private coordination of development efforts within the Auto Center Specific Plan area.

B. 2.0 Design Review

1. 2.1 General

No new building, structure, sign or exterior alteration or enlargement of an existing building, structure or sign shall be commenced in the Auto Center Specific Plan area until design review approval has been granted pursuant to Chapter 19.62 of the Zoning Ordinances. Such design review shall incorporate all requirements and design guidelines established in the Specific Plan as well as other design guidelines currently used by the Design Review Board.

C. 3.0 Uses Permitted

The following uses shall be permitted in the Auto Center Specific Plan Area in lieu of those listed in the Zoning Ordinance:

1. 3.1 Uses Permitted By Right

- 1) New and used vehicle sales.
- 2) Parking facilities for the use of employees and customers of the Auto Center.

2. 3.2 Accessory uses permitted in conjunction with new and used vehicle sales:

- 1) Vehicle painting and body repairs within a completely enclosed building.

- 2) Vehicle servicing and parts sales.

3. 3.3 Uses Permitted By Conditional Use Permit

The following uses may be granted by Conditional Use Permit per Chapter 19.64 in the Municipal Code, subject to the applicable standards of the Auto Center Specific Plan, Title 19 of the municipal code and the location and site development standards enumerated below:

- 1) Location Standards for All Uses Requiring a CUP within the Auto Center Specific Plan area:
 - a. The use shall not functionally or visually disrupt entry monuments or vehicle sales frontages in the Auto Center Specific Plan area.
 - b. The use shall not substantially increase vehicular traffic or cause a hazardous condition for pedestrians or vehicle operators on streets in the Auto Center Specific Plan area.
 - c. The site shall be of adequate size and shape to accommodate the use along with all required yards, walls, parking landscaping and other site improvements.
 - d. The use shall not substantially block views into the Auto Center Specific Plan area.
 - e. The use shall not be disruptive to the existing or planned visual character of the Auto Center Specific Plan area.
 - f. The use shall not functionally or visually disrupt an area shown on the Riverside General Plan for residential uses.
- 2) Site Development Standards for All Uses Requiring a CUP within the Auto Center Specific Plan area:
 - a. The site shall not be less than one half acre in size and shall not have less than 100 feet of street frontage.
 - b. Conversion of residential structures shall not be allowed.
 - c. Vehicle service bays shall be oriented away from street views or substantially screened from street views.

- d. Driveways shall be situated so as to minimize impacts on adjacent streets and new car businesses in the Auto Center Specific Plan area.
 - e. Trash enclosure(s) shall be provided in accordance with the standards adopted by the Design Review Board.
 - f. Landscaping shall be provided in accordance with all applicable standards of Title 19 of the municipal code, the Auto Center Specific Plan and Design Review Board standards.
 - g. Signing shall be consistent with all applicable standards of Title 19 of the municipal code, the Auto Center Specific Plan and Design Review Board standards.
 - h. Quality of over-all design shall be equal to that required in the Specific Plan for vehicle sales dealerships.
- 3) Automobile Service Stations
- a. Additional Location and Site Development Standards:
 - 1. All standards as detailed in Chapter 19.28.020 shall apply.
- 4) Automobile Service Centers
- a. Additional Location and Site Development Standards:
 - 1. All standards as detailed in Chapter 19.34.020 shall apply.
 - 2. Tenant spaces shall be a minimum of 2,000 square feet gross leasable area.
- 5) Automobile Wash and Detailing Facilities
- a. Additional Location and Site Development Standards:
 - 1. All washing, detailing and waxing operations shall be situated within completely enclosed buildings and openings to such buildings shall be screened from all street or freeway views.

2. Drying operations may occur outside of a completely enclosed building, but such uses shall be screened from street and freeway views.
 3. The use shall not substantially increase noise levels beyond ambient levels at property lines.
- 6) Offices, Banks and Financial Institutions
 - a. Additional Location and Site Development Standards:
 1. The use shall be designed at a scale consistent with nearby vehicle sales operations.
 2. The use shall provide a service directly needed for vehicle sales.
 3. The use shall preferably be located on upper floors of a vehicle sales operation or in areas not readily usable for vehicle sales.
- 7) Restaurants, but excluding drive thru restaurants.
- 8) Rental of automobiles, light trucks, vans and RV's.
- 9) Other uses as provided in Section 19.64 of the Municipal Code which, in the judgement of the Planning Commission, are similar to, compatible with and no more objectionable than any of those enumerated in this section may be permitted.

D. 4.0 Dimensional Requirements

1. 4.1 Building Height and Number of Stories Limit
 - 1) Between Indiana Avenue and the 91 Freeway within the Auto Center Specific Plan Area: Maximum 1 story, or 20 feet in height.
 - 10) Elsewhere in the Auto Center Specific Plan area: Maximum 3 stories in height or 50 feet in height.
2. 4.2 Landscaped Set-Backs
 - 1) Freeway 91 Frontage:

- a. For lots with at least 100 feet of frontage, a 5 foot building and landscaped setback shall be maintained.
 - b. For lots with less than 100 feet of frontage, a building setback of 5 feet shall be maintained. All remaining freeway frontage shall be landscaped with 4 foot x 17 foot tree wells at 22 feet on center.
- 2) Vehicle Sales Display Area Street Frontages:
 - a. All street frontages shall include a minimum 10 foot wide strip of landscaping, plus a minimum 6 foot wide sidewalk. The 10 foot wide landscape strip may include the public parkway.
- 3) Parking Lot Street Frontages:
 - a. Parking lot landscaped setbacks shall be as specified in the City Zoning Ordinance. (10 feet of landscaping for lots with 20 or fewer parking spaces; 15 feet of landscaping for lots with over 20 parking spaces, not including the public parkway).
- 4) Adjacent to Residential: Where commercial development is adjacent to a property zoned or currently used for residential purposes, the following standards shall apply:
 - a. Where adjacent residential land is designated on the General Plan for future commercial development, a minimum 6 foot high masonry wall and five foot wide planter shall be situated along the property line.
 - b. Where adjacent residential land is designated on the General Plan for continued residential use, a minimum six foot masonry wall and 10 foot wide planter shall be situated along the property line.
 - c. Consideration shall be given by the Design Review Board to minimizing disrupting influences from noise, traffic, glare, height and views from the commercial property to the residential property.
 - d. A building may be situated in the ten foot residential setback area when deemed necessary by the Design Review Board or Planning Commission to mitigate the adverse impacts noted

in paragraph "c" above, or where it can be shown such impacts do not exist.

E. 5.0 Parking, Loading and Driveways

1. 5.1 Requirements

- 1) Off street parking and loading requirements shall be as per the City Zoning Ordinance, Chapter 19.74.
- 2) Driveways shall be situated so as to minimize traffic impacts on adjacent streets and properties, both residential and commercial.

F. 6.0 Lot Size Requirements, Residential to Commercial Rezonings

1. 6.1 Requirements

- 1) With the exception of the site for the Auto Center freeway sign, the desirable minimum unit for conversion from residential to commercial zoning is one half acre, or 21,780 square feet. Where this is not possible, the absolute minimum unit for conversion from residential to commercial zoning is two residential lots, or 13,000 square feet. The Auto Center freeway sign may be placed upon a parcel of less than 13,000 square feet, provided such a parcel is not used for vehicle sales or the storage of vehicles intended for sales.
- 2) Where a greater number of residential zoned lots are adjacent to each other, the City may require more lots to be included, so as to obtain or exceed the minimum 21,780 square foot unit size.
- 3) The City may require the vacation of adjacent stub streets to increase the unit size.
- 4) The minimum street frontage shall be 100 feet, except that the site for the Auto Center freeway sign may be less than 100 feet.

G. 7.0 Signs

1. 7.1 Generally

Signing shall be consistent with all applicable standards of Chapters 19.76 (SIGNS) and 19.62 (DESIGN REVIEW) of the Municipal Code and the Auto Center Specific Plan. Where conflicts exist between the Auto Center Specific Plan and Chapters 19.76 and 19.62, the Auto Center Specific Plan shall take precedence.

2. 7.2 Freeway Sign

- 1) One freeway oriented pole sign identifying the Auto Center may be allowed between Indiana Avenue and the 91 Freeway within the Auto Center Specific Plan area.
- 2) Such sign shall meet the standards of Chapter 19.76 of the Municipal Code.

3. 7.3 Street Flags

Street flags are prohibited.

4. 7.4 Vehicle Dealer Identification Monument Signs

- 1) Size and Number:
 - a. All dealerships (new and used) shall be allowed one 21-square-foot and seven-foot high monument identification sign (see Figure 10) for each street frontage.
 - b. New and used car dealerships with 550-feet or more of street frontage shall be allowed an additional 21-square-foot, seven-foot high, monument sign for each such frontage.
 - c. All signs erected per the above standards shall conform to the design standards of the Auto Center Specific Plan.
 - d. "Street frontage" shall not include the short stub streets between Indiana Avenue and the Riverside Freeway nor the southeasterly side of Indiana Avenue between Jefferson Street and Adams Street.
- 2) Copy:
 - a. Signs shall identify the dealership name. The monument base will include the Raincross logo and the text "Riverside Auto Center" stamped into the concrete (Figure 10).
 - b. The multi-tenant retail establishment located at 7980-7986 Auto Drive shall have a monument directory sign identifying up to eight tenants subject Design Review staff approval.. The monument base will include the Raincross logo and the text "Riverside Auto Center" stamped into the concrete.

3) Location:

- a. Signs shall be located along the dealership frontage as approved by the Design Review staff. Any signs placed in the public right-of-way shall require an encroachment permit or other approval from the Public Works Department.
- b. Shall be set in areas landscaped with low ground cover.

4) Lighting:

- a. Signs shall be back-lit plexiglass using 430 milliamp fluorescent tubes or as otherwise approved by Design Review staff.

5) Design Concept:

- a. Sign designs shall be in accordance with the drawing in Figure 10 and as approved by the Design Review Board.

5. 7.5 Multi-Make Dealer Identification Monument Sign

1) Number:

- a. One multi-make dealer identification sign will be permitted for the property located at the southwesterly corner of Indiana Avenue and Adams Street (Quaid International Auto Expo Dealer) only due to the property's extraordinary size (12.5 acres), unique shape and the number of franchises to be displayed, (nine).

2) Size:

- a. The sign shall consist of an approximately 28-foot long stepped garden wall ranging in height from 3.75-feet to 6.5-feet with an 11-foot high pilaster in accordance with Figure 13 and as approved under the Auto Center Assessment District Plans.

3) Copy:

- a. Copy shall be limited to identifying the names of up to nine separate franchises only, in bronze letters pegged onto the wall surface.

4) Logos:

- a. Only the Raincross logo stamped into the concrete of the pilaster shall be permitted in accordance with Figure 13.

6. 7.6 Display Pedestal Signs:

- 1) Dealership Display Pedestals: Each display pedestal immediately adjacent to a new car dealership may include a sign displaying the name of the dealership it serves or vehicle make sold in maximum, eight-inch tall bronze colored metal letters pegged to the recessed panel of the display pedestal (Figure 12). A special circumstance is made for those dealers who have more franchises than approved monument signs under the Auto Center Assessment District plans to permit pedestal signs with 8-inch high, internally illuminated channel letters, up to 21 characters, pegged off the pod face the same distance as the bronze letters on the other pod signs.
- 2) Auto Center Display Pedestals: The display pedestals in Auto Drive, at both intersections of Motor Circle Drive and at the intersection of Detroit Drive, may include signing displaying the name of the “Riverside Auto Center” in maximum, eight-inch tall bronze colored metal letters pegged to the recessed panel of the display pedestal (Figure 12).
- 3) Non-dealer Display Pedestals: Display pedestals adjacent to non-dealer businesses may include signing displaying the name of the “Riverside Auto Center” in maximum, eight-inch tall bronze colored metal letters pegged to the recessed panel of the display pedestal (Figure 12). Currently, the non-dealer pedestals include the pedestal located at the southwest corner of Auto Drive and Jefferson Street in front of the Auto Care facility and the display pedestal at the southeast corner of Auto Drive and Motor Circle Drive in front of the car wash. Should a dealership move from a property with a display pedestal and this property be used for a non-dealer business, the display pedestal shall be considered a Non-dealer display pedestal and the signing modified to comply with this section.
- 4) Multi-tenant Pedestal for the property located at 7980-7986 Auto Drive Only: This pedestal adjacent to the multi-tenant “Auto Care” retail facility may include signing displaying the name of the retail center or one major tenant in maximum, eight-inch tall bronze colored metal letters pegged to the recessed panel of the display pedestal (Figure 12).

- 5) Lighting:
 - a. The bronze letters shall not be illuminated.
 - b. For the Special Circumstances Where a Dealer Has More Franchises than Approved Monument Signs under the Auto Center Assessment District Plans: The display pedestals approved under the Auto Center Assessment District plan may have internally illuminated channel letters not to exceed 430 milliamps to accommodate the needs of the franchises sold on the property.
 - 6) Sign designs for the pod signs shall be reviewed by the Design Review staff.
7. 7.7 Vehicle Dealer Building Mounted Identification Signs
- 1) Size and Number:
 - a. A maximum of two building signs shall be allowed on each building frontage oriented toward a street, driveway, parking area, or display lot, indicating vehicle brands, vehicle types, or the name of the dealership. Total square footage of all building mounted identification signs on each building frontage shall not exceed one-square-foot of sign per lineal foot of building frontage, up to a maximum of 200-square-feet for all signs combined with any one sign not exceeding 150-square-feet.
 - 2) Logos:
 - a. Only one logo integrated into the building sign shall be permitted not to exceed ten percent of the total sign face.
 - 3) Locations:
 - a. Locations shall be harmonious with the building architecture as approved by the Design Review staff.
 - 4) Lighting/Sign Type:
 - a. All building mounted identification signs shall be individually mounted channel or plastic faced foam letters, maximum 36 inches tall.

- b. Exposed neon tubing is prohibited.
- 5) Design:
 - a. Design, colors and other details are subject to Design Review staff approval.
 - b. No exposed raceways shall be permitted, unless required by a unique situation subject to approval by the Design Review staff.

8. 7.8 Vehicle Dealer Directional Signs

- 1) Size and Number:
 - a. Freestanding directional signs:
 - 1. Maximum size: 12.5-square-feet.
 - 2. Maximum height: 5.5-feet.
 - 3. Maximum number: One per vehicle entrance or exit serving customer parking areas, vehicle service access, parts sales, used car sales, truck sales, or the like.
 - b. Building mounted directional signs:
 - 1. Maximum size: 12-square-feet
 - 2. Maximum number: One per building entrance or frontage providing access to vehicle service, parts sales, used car sales, truck sales or other dealer function.
- 2) Copy:
 - a. Directional copy shall be limited to the primary information required, such as "Used Cars", "Service", "Parts", "Customer Parking" and "Truck Sales"; and
 - b. Business identification in the form of the dealership name or logo limited to:

- 1) maximum, 8-inch letter or logo height within the top 14-inches of the sign face (Figure 11) for freestanding directional signs; and
 - 2) only one logo integrated into the building mounted directional sign shall be permitted not to exceed ten percent of the total sign face.
 - c. The monument base will include the Raincross logo and the text “Riverside Auto Center” stamped in the concrete (Figure 11).
- 3) Location:
- a. Directional signs shall be located at the vehicle entrance or exit directly relating to the function identified, unless the Design Review Board determines additional signs are necessary to guide customers to the function identified.
 - b. Directional signs shall be located on private property unless they are integral to a display pad or other landscape feature allowed within the right-of-way as part of an encroachment permit or other approval from the Public Works Department, and shall be set in low ground cover in landscaped area.
- 4) Lighting/Sign Type:
- a. Monument directional signs shall be back-lit with 430 milliamp fluorescent tubes or as otherwise approved by the Design Review staff.
 - b. Building mounted directional signs may be lighted or non-lighted. Dealers are encouraged, however, to use individual channel or foam letters consistent with building mounted dealer identification signs.
- 5) Design Concept:
- a. Directional signs shall be consistent with the Dealer Signs in terms of design, typeface, color, materials.
 - b. Design details of all monument directional signs shall be in accordance with Figure 11 and as approved by the Design Review Board.

9. 7.9 Signs for Non-Vehicle Dealer Businesses

1) Size, Number and Locations:

- a. Per Chapter 19.76 of the Riverside Municipal Code.

2) Copy, Lighting, Design and Type:

- a. As provided in Chapter 19.62 of the Riverside Municipal Code, except:

1. Building signs shall consist of individually mounted channel or plastic faced Styrofoam letters, consistent with the Auto Center Specific Plan.
2. Where a freestanding sign is permitted for a non-vehicle dealer business, the design shall be in accordance with the design details for monument signs detailed in Figure 10. An exception shall be made for freestanding signs for service stations, which may have a maximum, fifty-square-foot, six-foot high identification/price monument sign as mandated by State law. However, the monument base for these service station signs shall be the same design as the base for all freestanding signs within the Auto Center.
3. Freestanding directional signs shall be in accordance with the directional sign detailed in Figure 11.

10. 7.10 Auto Center Entry Monument Signs

Entry monument signs displaying the copy “Riverside Auto Center” may be maintained at the southeasterly and southwesterly corners of Indiana Avenue and Adams Street and the southeasterly and southwesterly corners of Indiana Avenue and Jefferson Street. The size of these signs shall not exceed 57-feet in width for the decorative wall with “Riverside” in maximum eight-inch high letters and “Auto Center” in maximum eleven-inch high letters as depicted in Figure 20. Specifics of the design of the signs are to be reviewed and approved by the Design Review staff. See also pages VII-7 through VII-9.

11. 7.11 Temporary Window Signs, Balloons, Pole Mounted “Product Identity” Banners, Pole Mounted Flags and Search Lights for new and used vehicle dealers only

- 1) Temporary Window Signs: Temporary Window signs shall be limited to signs painted on the window and shall not exceed 25% of the window area or 200-square-feet, whichever is less.
 - a. The signs shall be painted on the inside of the window.
 - b. Fluorescent colors as defined under Section 19.76.010 are prohibited.
- 2) Balloons: Balloons smaller than 18-inches or less in diameter will be permitted only on Fridays, Saturdays and Sundays and national holidays.
 - a. Balloons may be strung together, not to exceed 35-feet in height as measured from ground level and not closer than 25-feet to overhead power lines.
 - b. Each individual vehicle dealer is responsible for the removal of all balloons, by the end of the day in which the balloons were authorized. The balloons shall not be cut loose to fly freely; and shall be deflated and discarded in a trash receptacle.
- 3) Pole Mounted “Product Identity” Blade/Banner Combinations or Flags: “Product Identity” signs are to be mounted to vehicle display lighting poles and may consist of a “blade”/“banner” combination or a flag style sign. These signs are depicted in Figures 6 and 7, respectively.



**Figure 6 —
Blade/Banner
Combination**

- a. Each vehicle dealership is limited to one blade/banner combination or flag on every other lighting pole on the first row of lighting poles parallel to the street curb of the dealership. No product identity signs are permitted on any other poles.
- b. Blades: Blades shall contain a maximum size of 12-square-feet, suspended vertically over the vehicle sales lot, flush mounted to an on-site lighting pole and constructed of a high quality combination of metal and vinyl — minimum 12 ounce, number 10 duck canvas, or approved equal that can withstand strong winds.
- c. Banners: Banners shall have copy limited to the name of the dealership, the vehicle make or the vehicle model sold only. The maximum dimensions of the “banner” shall be two-feet



Figure 7 — Flag Sign

wide by six-feet long, suspended vertically over the vehicle sales lot, flush mounted to an on-site lighting pole and constructed of a high quality combination of metal and vinyl — minimum 12 ounce, number 10 duck canvas, or approved equal that can withstand strong winds.

- d. Flags: Flags shall have copy limited to the name of the dealership or the vehicle make only. The maximum dimensions of the “flag” style sign shall be three-feet wide by six-feet high mounted on the top of the lighting pole and shall be constructed of a high quality combination of metal and vinyl — minimum 12 ounce, number 10 duck canvas, or approved equal that can withstand strong winds.

- e. “Blade”, “Banner” and “Flag” style product identity signs are to be maintained in good repair at all times.

- f. Prior to installation of the banner/blade combination or flags the Auto Dealer’s Association shall establish a criteria to be approved by the Design Review Board to promote consistency in design and colors used on the blade/banner combination and flags.

4) Search Lights:

- a. One search light installation serving the entire Auto Center will be permitted at the southeast corner of Auto Drive and Motor Circle on a permanent basis. The lights may be used seven days a week but are to be turned off by 9:00 p.m. each night.

12. 7.12 Conformance of Signs with the Auto Center Specific Plan:

- 1) Generally: Except as provided below, all signs oriented toward and intended to be read from the public right-of-ways are to be in compliance with the provisions of the Auto Center Specific Plan.
- 2) Legal Non-Conforming Signs: Any sign identified as legally non-conforming may be retained unaltered until such time as it is replaced or modified per Chapter 19.76 of the Municipal Code.
- 3) All signs not permitted by this Specific Plan shall be removed within ninety-days of the City Council’s adoption of SP-004-990.

13. 7.13 Special Events, Including Signs and Attention Attracting Devices

1) Special Events

a. Generally:

1. During limited periods of time as specified herein, individual new and used vehicle dealers may conduct special events incidental to new and used vehicle sales and advertise those events with more festive special event signing and attention attracting devices under the provisions of a temporary use permit (TUP) as defined under 19.69 of the Municipal Code. In the absence of a temporary use permit, all signing and attention attracting devices shall be in conformance with all other aspects of the Auto Center Specific Plan and the Riverside Municipal Code (19.76).

b. Time Limits:

1. Individual Dealer Special Events: Individual new and used vehicle dealers shall be allowed a maximum of four special events each calendar year, with each event not to exceed 24 days with a minimum of thirty days between events.
2. An additional two events will be permitted each calendar year for Auto Center wide special events with each event not to exceed 10 days with a minimum of 30 days between events.

2) Special Event Signing and Attention Attracting Devices:

a. Types of Signs and Attention Attracting Devices Allowed: The following uses and signing are permitted with a Temporary Use Permit, provided all such uses, signs and devices shall be wholly contained within the private properties of the dealers involved:

1. Tents: Tents shall be allowed as permitted by the Building Division and the Fire Department.
2. Other Promotional Activities: Other promotional activities including such activities as food carts, pony rides, children's bouncers, etc., to be setup on the dealer's property so as to not block the view of pedestrians or vehicles in the public right-of-way shall

be allowed as permitted by Chapter 19.69, Temporary Use Regulations.

3. Search Lights: Search lights shall be permitted during the special event, but must be turned off by 9:00 p.m. each night.

14. 7.14 Prohibited Signing and Attention Attracting Devices:

- 1.) Except as allowed by Chapter 19.76, flags, pennants, “snow cone” style banners, sandwich boards, streamers, balloons larger than 18-inches, inflatable objects or statuary, roof top balloons and any other attention getting device not specifically listed in this section of the Auto Center Specific Plan are prohibited.



**Figure 8 —
Prohibited Pennants**



**Figure 9 —
Prohibited Snowcone
Style Banners**

15. 7.15 Non-Commercial Signs

- 1) Generally: Non-commercial signs are permitted wherever other signs are permitted and are subject to the same standards as the commercial signs that would be allowed on the same site as specified in this Specific Plan.

Figure 10 — Dealer Identification Monument Signs

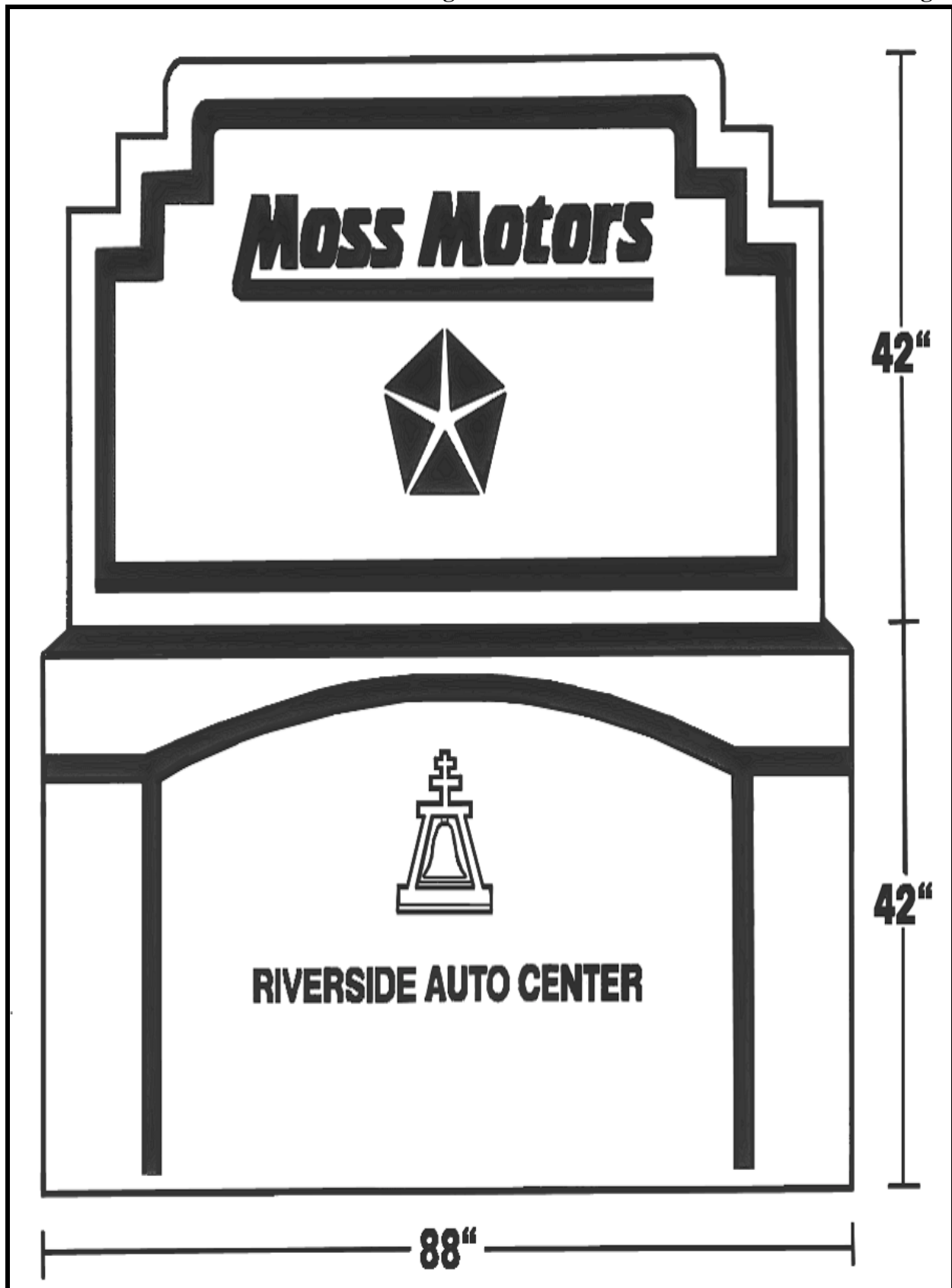
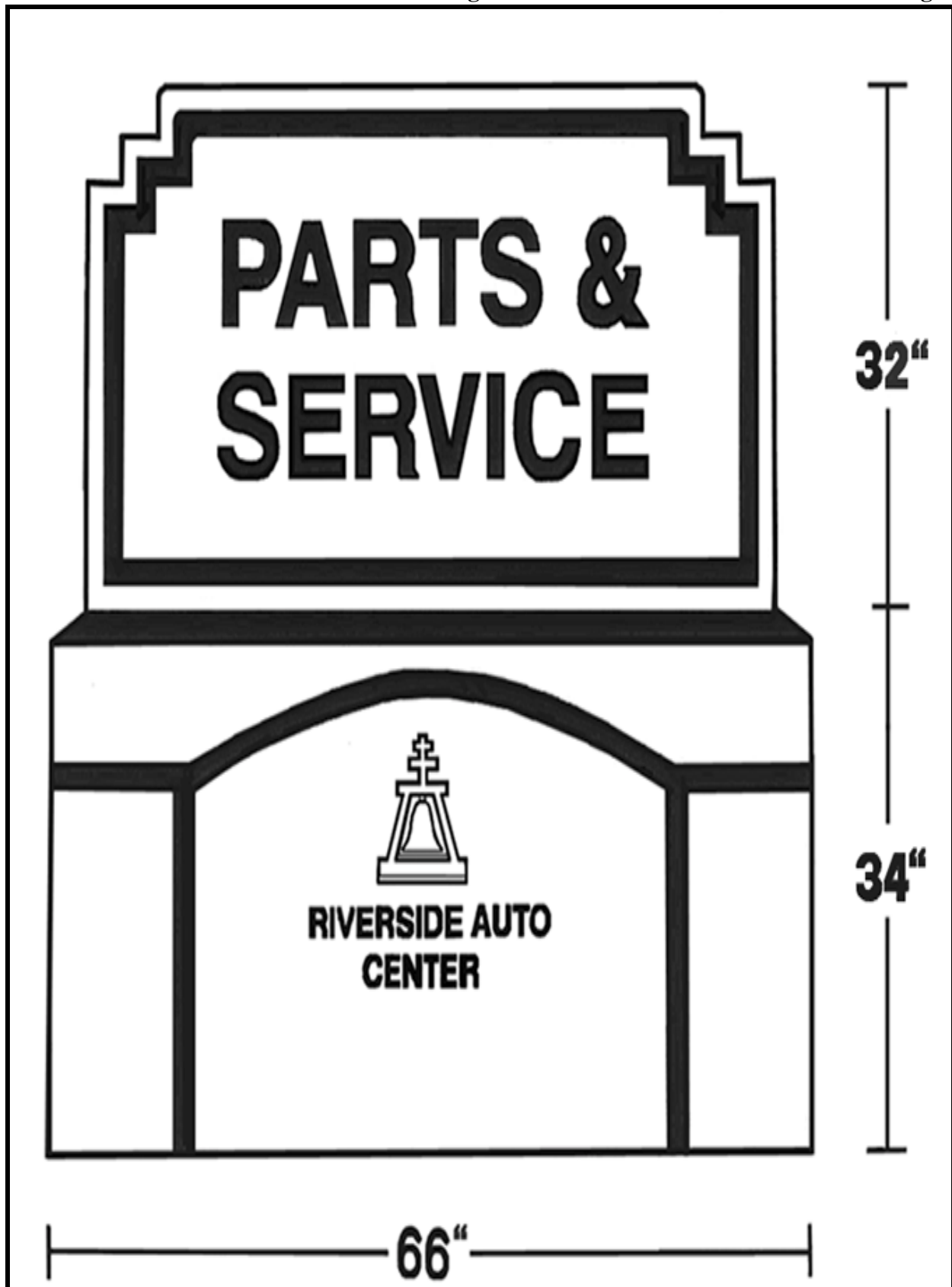


Figure 11 — Dealer Directional Monument Signs



The drawing consists of two parts: a plan view (top) and a cross-section view (bottom).

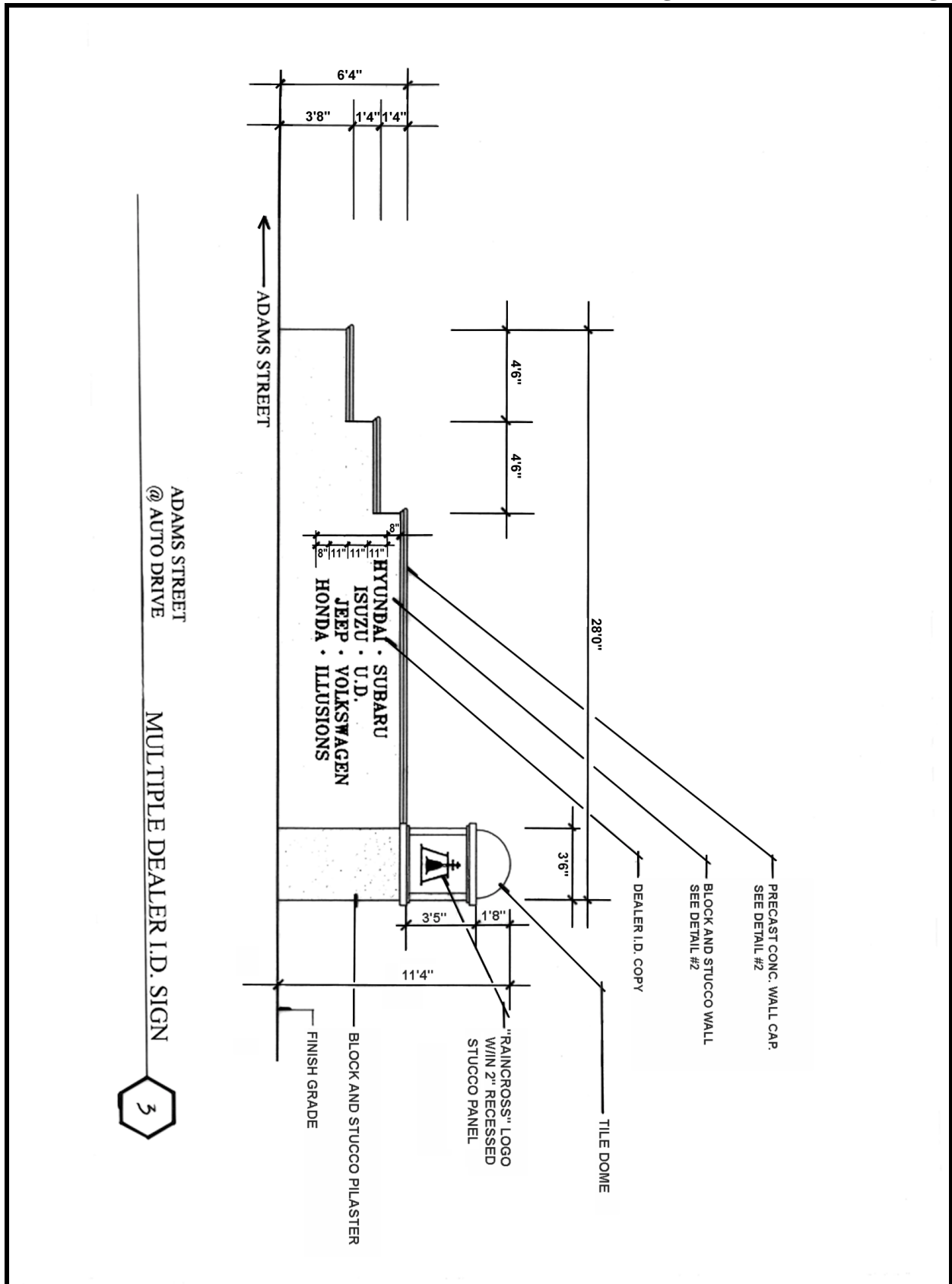
Plan View:

- A central circular area with a radius of $R10.0'$ and an outer circular area with a radius of $R16.0'$.
- A rectangular ramp with a width of $6'$ connects the central area to the outer area.
- A curved sidewalk with a radius of $R23.0'$ surrounds the central area.
- A 12' PARKWAY is shown at the top, divided into a 6.5' L.S. (Left Side) and a 5.5' S/W (Sidewalk) section.
- Labels include: "STA. PER PLAN BEG ENHANCED CONC. PAVING", "STA. PER PLAN BEG PLANTER", "STA. PER PLAN END PLANTER", "EXIST. SIDEWALK", "EXIST. LANDSCAPE STRIP", "EXIST. CURB AND GUTTER", "R/W" (Right of Way), "SAWCUT AND JOIN EXIST. SIDEWALK", and "CL. PEDESTAL STATION PER PLAN 30".
- Dimensions include: $4.0'$, $8.0'$, and $R=2.5'$.

Cross-Section View:

- Shows the vertical profile of the island.
- Labels include: "DUTTON MOTORS", "DISPLAY PEDESTAL WALL", "RECESSED DISPLAY WALL", "FINISH GRADE/SURFACE", and "CL. PEDESTAL STATION PER PLAN 30".
- Dimensions include: $2'-6"$, $10'-0"$, $7'-0"$, and $8"$.
- Callouts 20, 21, and 23 point to specific features.

Figure 13 — Multi-Make Sign



H. 8.0 Landscaping Guidelines

1. 8.1 Generally

Landscaping shall be provided in accordance with all applicable standards of Title 19 of the Municipal Code, the Auto Center Specific Plan and Design Review Board standards.

2. 8.2 Freeway Set-backs

- 1) Except when needed to screen service areas, storage lots or other visually undesirable uses, the landscaped area shall consist of low shrubs, living ground cover and trees. Trees shall be selected and placed to allow views from the Freeway into the Auto Center.

3. 8.3 Auto Display Areas

1) Setbacks:

- a. Intent: The intent is to provide an attractive and dramatic setting for the display of vehicles. While the vehicles are to be the focal point of the landscaping, landscaping is to be used to provide a setting of beauty and visual interest.
- b. The landscape strip may include portions of the public right-of-way not needed for parking, travel ways, and side-walks.
- c. Meandering sidewalks may bisect the landscape strip provided the net total landscape area is 10 ft in depth measured perpendicular to the curb. The 10 ft dimension may be separated into two 5 ft wide areas where appropriate.
- d. Block walls shall not be used to visually separate the sidewalk and landscape strip.
- e. Where feasible, the landscape area shall be at or above the grade of the sidewalk. This is particularly critical in the area between Indiana Avenue and the 91 Freeway where properties slope down from the street.
- f. Isolated new car vehicle display pads may be located within this landscape area.

- g. The landscape statement shall achieve a decisively qualitative change in material and texture from the concrete sidewalk.
- h. The emphasis should be on low mounded turf, with accents of ground covers, annual flowers, low shrubs, clusters of trees and hard landscape features, such as bollards, decorative paving display pads and the like.

2) The Display Area Itself:

- a. Both hard and soft landscape feature shall be used within dealership properties. Hard features include various kinds of surface paving materials, walls, planter boxes, terraces, automobile display podiums, pads and pavilions.
- b. Soft features include grasses, seasonal bedding plants, living ground cover, shrubs, hedges, vines and trees.
- c. Small manicured trees can be used to highlight or offset a podium; bedding plants can soften the edges of terraces and walkways, and serve as an appropriate transition to lawn areas; and tall, narrow shrubs, evenly spaced, can enrich the appearance of a divider screen.
- d. Because a dealer's outdoor driveways, parking and sales lot areas almost always are surfaced with some type of asphalt material it is strongly recommended that terraces, walkways, showroom floors and other hard surface pedestrian areas be finished with distinctive paving materials. For example, a podium or terrace could be finished in quarry tile, or pedestrian walkways could be finished with an aggregate surface.

4. 8.4 Parking Lots

1) Setbacks:

- a. Shall be landscaped and screened per the requirements of Chapter 19.64 of the Municipal Code.
- b. Additional landscaping may be required by the Design Review Board, consistent with its design standards.

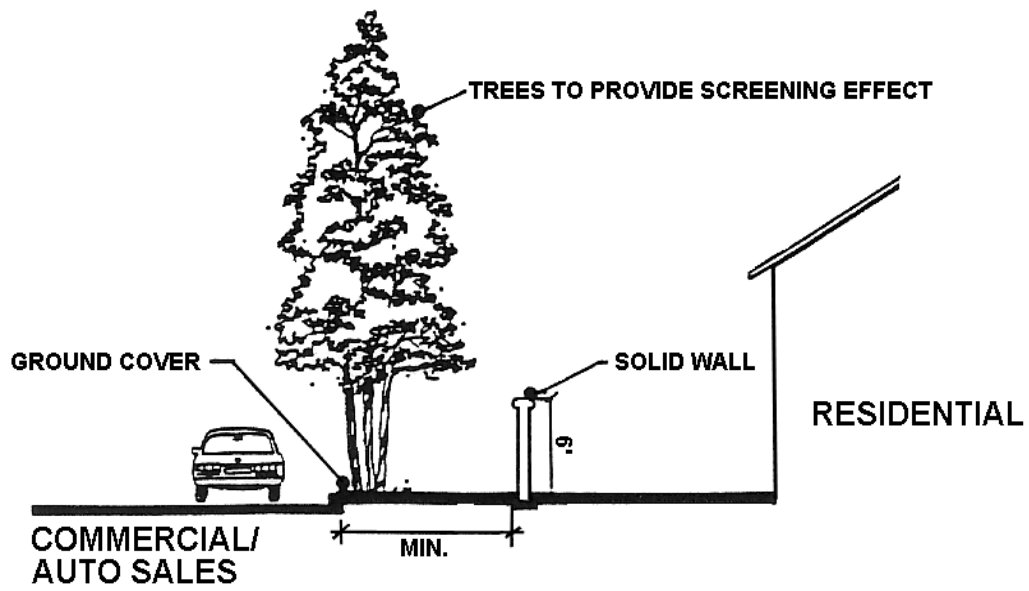
2) Interior:

- a. Shall be landscaped in accordance with the Design Review Board's standards.

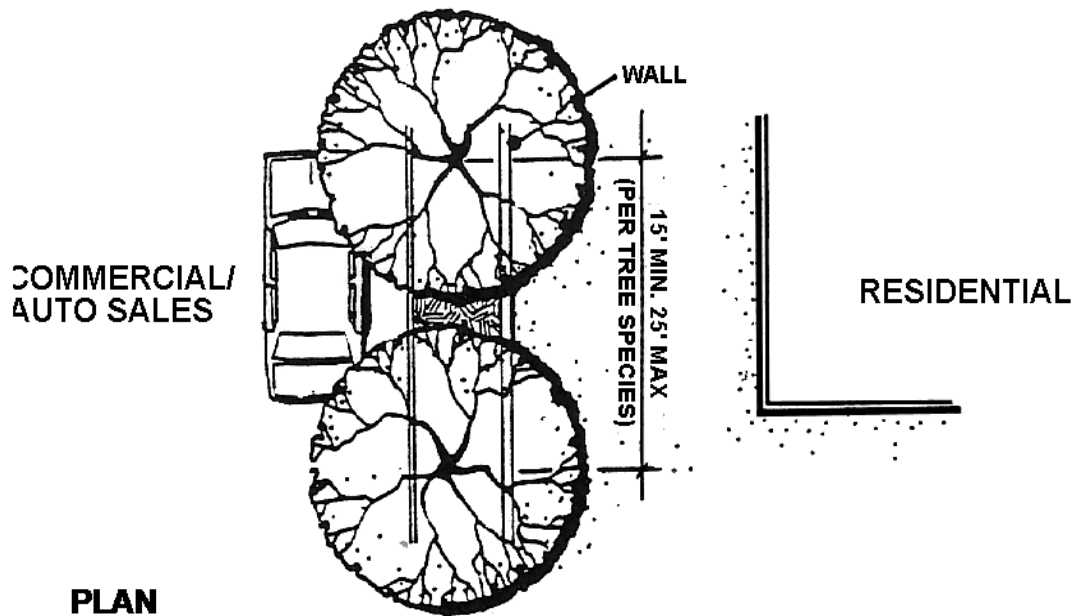
5. 8.5 Properties Adjacent to Residentially Zoned or Used Land

- 1) Intent: The intent is to screen as thoroughly as possible any commercial activity from adjacent residential properties, while minimizing the overhang of landscape material onto such adjacent residential properties.
- 2) Landscaping shall consist of dense plantings of tall shrubbery and/or trees. Clinging vines shall be used on wall surfaces. See Figure 14.

Figure 14 — Landscape Buffer for Residential Properties



SECTION



PLAN

I. 9.0 Illumination

1. 9.1 Lighting of Display Areas

- 1) Free standing pole fixture shall comply with the following requirements:

- a. Style: Be one of the following or equivalent as illustrated in Fig 9.

Manufacturer: Hadco, Model: Series 78

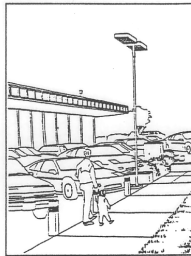
Manufacturer: Hubbell, Model: Magnuform II/RCT

Manufacturer: Kidde Architectural Lighting, Model: ALT Series

Manufacturer: Kim Lighting, Model: 5SQ Series

Manufacturer: QL Inc., Model: Design 117, Design 125-23, Design 127

Figure 15 — Lighting Fixtures



- b. Color: Be a dark color.
- c. Height: Be a uniform height as specified in detailed working drawings by the lighting consultant.
- d. Spacing & Illumination: As specified in the detailed working drawings by the lighting consultant.

2. 9.2 Lighting Plans Required

- 1) A comprehensive lighting plan prepared by a qualified lighting consultant is required for all new construction. Such lighting plan shall respond to the following design guidelines:
 - a. Showroom Illumination: The lighting of vehicles in the dealership showroom should be designed with great care and attention to detail. The design solution needs to consider not

only the showroom display, but also all other illuminated objects and spaces on the site. Unquestionably, the overriding objective of showroom illumination is "showcasing" of the motor vehicles on display. A lighting scheme which highlights or features other elements of the showroom, such as the ceiling, walls, furniture or interior landscaping, draws attention away from the product line and therefore is inappropriate.

- b. **Outdoor Featured Display Areas:** Because outdoor sales areas are such an important and integral part of a dealer's overall sales activity and "presence" in the community, the illumination scheme for these portions of the dealership property is of utmost importance. As with showrooms, the principal objective to be served is illumination of the vehicles and not other objects on the site. Special illumination should be used for feature displays, such as terraces, podiums, pads and pavilions. For the illumination of vehicles in these feature displays, spotlights and uplighting solutions commonly are used to achieve a special effect. The featured vehicles in these display areas should read more strongly than, and distinctly apart from, other vehicles and portions of the outdoor sales area.
- c. **Other Lighting:** All other lighting of the dealership property, at least in terms of what is visible or physically accessible to customers and the general public, should be secondary in value to the elements covered immediately above. In most cases, accent or low-intensity background illumination will be sufficient to address other lighting needs of the dealership, such as offices and other interior spaces, driveways, building entrances, distinctive architectural and landscaping features, and other signs.
- d. **Glare onto Residential Property:** Lights shall be arranged to be directed onto the parking, loading or sales areas and away from any adjacent residential property.

J. 10.0 Other Site Design Considerations

1. 10.1 Site Plans Required

Comprehensive site plans shall be prepared for all construction and shall be responsive to the Specific Plan guidelines.

2. 10.2 Non-Street Frontage Elevations

The Design Review Board shall pay special attention to how the back side of buildings, roofs, parking and landscape areas look from the Freeway and residential areas as well as other adjacent uses. Such areas shall require the same attention to detail as normally used for street frontages.

3. 10.3 Showroom Location

- 1) Corner properties: New showrooms should be located and oriented to exert a commanding presence, both on the site and at the intersection.
- 2) Other properties: The showroom may be set close to the front property line or set back a substantial distance. When set-back, the showroom should be elevated to enjoy "stature." and unimpeded viewing from a distance.

4. 10.4 Outdoor Sales

- 1) Delineation: Physical and design delineation of outdoor sales areas should be achieved by use of vertical surfaces, such as walls of buildings or divider screens and walls; sidewalk, street and driveway areas; and numerous kinds of landscaping features.
- 2) Materials: Plant materials, grass, ground cover and different kinds of paving surfaces should be used to enhance the attraction, and therefore, the effectiveness of outdoor sales areas.
- 3) Display Pads: Dealers are encouraged to display vehicles on raised display pads. Display pads must consist of permanent materials such as masonry, and concrete coordinated with materials used elsewhere on the dealership. Display pads shall be flanked by landscaping except as necessary to provide for vehicles and pedestrian access.
- 4) New and Used Vehicles: Outdoor sales areas should read as interrelated and yet distinct units in terms of new and used vehicles, and different vehicular and model types. Sport models and luxury sedans generally appeal to very different segments of the marketplace, just as persons shopping for a new car approach a dealership with different interests and expectations from those shopping for something used or "pre-owned".

5. 10.5 Service and Storage

- 1) Clear separator: Service facilities and storage areas, while absolutely essential to the smooth functioning and successful operation of a dealership, should be clearly separated from showroom, display, sales and on-site customer parking areas.
- 2) Vehicle service bays shall be oriented away from street views or substantially screened from street views.

6. 10.6 Parking

- 1) Dealership Parking: All off-street dealership parking, with the exception of short-term demo and service vehicle parking, should be kept totally separate from customer areas and customer use of the dealership property. This separation can be achieved by use of walls and screens as required, and non-public means of access.
- 2) Customer Parking: The availability of off-street customer parking spaces should be immediately obvious to anyone pulling into the dealership. These spaces should be able to "speak" for themselves. The spaces should be ample in size, clearly striped or delineated, and attractively landscaped. Customer parking spaces should be clustered, and, if part of a larger lot, clearly read as a separate group with one purpose only. Customer parking spaces should offer convenient access, both physically and visually, to the showroom and sales offices. This is comforting to the customer, and also allows sales personnel to easily monitor the use of these VIP spaces.

7. 10.7 Grading

Where feasible, the site shall be graded so that landscape areas, parking lots, and display areas are located at or above the grade of the sidewalk. This is particularly critical in the area between Indiana Avenue and the 91 Freeway where properties slope down from the street.

8. 10.8 Trash Enclosures

Trash enclosure(s) shall be provided in accordance with the standards adopted by the Design Review Board.

9. 10.9 Wall Designs

- 1) Use: Walls shall be used both as screening devices and as a means to give visual continuity to the Auto Center Specific Plan area. Both existing and new walls are to be treated using the design guidelines for wall construction. Walls to be treated include the Indiana

Avenue, Jefferson and Adams Street reverse frontage walls, all screen walls visible from street views and any decorative walls.

- 2) Design: The specific design parameters shall be developed at the design stage of the implementation of this plan. The materials, colors and design details shall be based upon the design of the entry monuments.

K. 11.0 Conversion of Residential Structures to Commercial Uses

1. 11.1 Conversions Prohibited

Except as specified in 11.2 below, the conversion of residential structures to commercial uses is prohibited in the Auto Center Specific Plan area.

2. 11.2 Exceptions to Conversion Prohibition

- 1) The following existing structures which have been converted from residential to vehicle sales businesses shall be allowed to remain, provided all permits, approvals and certificates of occupancy are secured not later than June 30, 1994:
 - a. Jones and Haller Auto Sales, 8205 Indiana Avenue.
 - b. MLM Auto Sales, 3405 Susan Street
 - c. Westway Auto Sales, 7755-69 Indiana Avenue
 - d. F.M. Auto Sales, 7745 Indiana Avenue
 - e. Import Car Experts, 7725 Indiana Avenue
 - f. Indiana Auto Sales, 7701 Indiana Avenue
- 2) The deadlines for achieving compliance with City approvals and permits shall be as follows:
 - a. Adopt Rezoning: Satisfy all conditions of approval and adopt rezoning by May 1, 1991.
 - b. Secure Necessary Approvals: Complete processing of Design Review and any necessary variances by May 1, 1991.

- c. Secure Necessary Permits: Complete plan check and secure all required building permits, including structural, plumbing, electrical and sign permits, by July 1, 1991.
 - d. Complete Necessary Construction: Complete all construction, landscaping, irrigation and signs in accordance with the above permits and approvals by June 30, 1994.
- 2) Any of the above uses which have active Design Review Board approvals may develop in accordance with those approvals.
- 3) Any of the above uses which lack active Design Review Board approvals shall secure approvals and permits based upon all current requirements, including the standards of the Specific Plan, as modified by the special residential conversion design guidelines noted in 11.2 (4) below.
- 4) In reviewing residential conversions, the Design Review Board shall consider the following design guidelines. (These are guidelines only, and are not mandatory requirements):
 - a. A residential conversion should result in a building with a commercial rather than a residential appearance. The conversion remodel should be consistent on all sides of the building.
 - b. Exterior wall materials should be of a "commercial" nature. Acceptable materials include decorative concrete block, brick, plaster and similar materials. Generally unacceptable materials include plywood, wood siding and rock veneers.
 - c. Smaller windows at customer access areas should be enlarged and/or grouped to form commercial size modules. Such windows should be extended to near foundation level and be made of aluminum "storefront" or other commercial grade material.
 - d. Main customer entry doors should be of aluminum "storefront" or other commercial grade material. Entry doors should be grouped with the window areas referenced in paragraph "c" immediately above.
 - e. Landings leading to main customer access doors should be large in scale and designed to emphasize the customer entry as an important element of the building.

- f. Consideration should be given to concealing or removing pitched roofs in favor of commercial style roofs with parapet walls. Consideration may also be given to the use of roofing materials of a more commercial nature, in lieu of removing or concealing a pitched roof.
- g. Fireplace chimneys should be removed or concealed.
- h. The converted residence should be located so as to allow sufficient room for circulation or auto display across the entire frontage of the site, including an access aisle of appropriate width.